

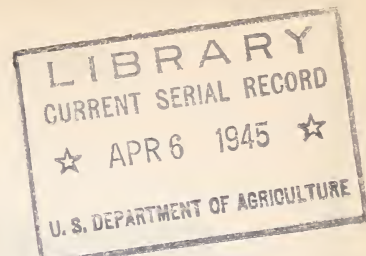
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WAR FOOD ADMINISTRATION  
OFFICE OF MARKETING SERVICES  
150 Broadway  
New York, 7, New York



Cleared by:  
New York...Boston...Phila  
Regional OWI with a "B" rating

Issued:  
January 4th, 1945

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"News Service"

ANNOUNCER: What would you think if you picked up a telegram some morning and read the following message: Celery DABAM GABAB DAGAG DAMAD GACIB? Probably just what I thought when I saw that...Some new language...A Basic English, maybe. But that message makes very good sense as far as food is concerned. And here's Mr. \_\_\_\_\_ of the War Food Administration's Office of Marketing Services to tell us what a telegram like that means...and how it affects our everyday eating.

OFF. MAR. SER. I don't blame you for being confused about that wire, REP.

\_\_\_\_\_. But roughly, it means something like this.....  
CELERY.....that's just what it sounds like.....DABAM.....  
8 cars arrived.....DAGAG.....3 cars from California un-  
loaded.....DAMAD.....1 car from Florida.....GACIB.....  
38 cars on track.

ANNOUNCER: And you mean there are people who make sense of that sort of a wire?

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WASHINGTON, D. C.

**FOOD STAMP PLAN**  
**SURPLUS COMMODITIES BULLETIN**

**FOR POSTING IN RETAIL FOOD STORES**

OFF. MAR. SER. Yes, \_\_\_\_\_. There are people working in the Federal  
REP.

Market News Service whose job it is to send and receive  
those coded wires every day...and to read them on the spot.  
And they do it too.....a trained market news reporter can  
pick up that wire and read it just as you and I can read  
the alphabet.

ANNOUNCER: That must be quite a service...the Market News...Tell us  
more about it.

OFF. MAR. SER. Well, the War Food Administration's Office of Marketing  
REP.  
Services now maintains about 22 permanent fruit and  
vegetable market offices throughout the country staffed  
with trained reporters, whose work is to report market  
conditions and make these reports to all who request the  
information...individuals, companies, wire services,  
radio stations, and newspapers.

ANNOUNCER: Then the market reports we see in newspapers are issued  
from the market news offices?

OFF. MAR. SER. That's right. During last year eighteen of the permanent  
REP.  
market news offices supplied regular and special reports  
on fruits and vegetables to 39 metropolitan newspapers...  
...whose total circulation was more than 10 million. And  
besides that, 14 of the offices provided briefed reports to  
the news services...who sent them on to newspapers all  
over the country...specially those in smaller towns and  
cities in producing areas.

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ANNOUNCER: How does the market news office gather the information on produce?

OFF.MAR.SER. That is a very interesting process. Veteran market news  
REP. men get to the markets as early as four and five in the morning...the hours of active trading. They get a complete late account together on trading...demand...supplies... quality...condition...prices and market trends of all the important fruits and vegetables.

ANNOUNCER: And where do those coded wires come in?

OFF.MAR.SER. These wires carry information on local receipts of fruits  
REP. and vegetables...prices and so forth for use in other market news offices...and in shipping areas.

ANNOUNCER: Then that service is very useful to the food trade, it seems to me.

OFF.MAR.SER. You're right about that...and there's even more to it.  
REP. Market news offices compile complete records on the amounts of fruits and vegetables coming in to this district, and where they come from. They know how much produce is in the markets...and they know how much is standing in cars on the tracks waiting to be unloaded. Those figures are published in a daily report...and some of them are kept in monthly and yearly reports...for permanent historical record. So that means that there's always a basis of comparison.

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ANNOUNCER: And it's always easy to tell exactly what's on the market...  
and in what amounts...and where...right?

OFF.MAR.SER. That's right. And in addition, the Washington office  
REP. of the Market News Service gets a daily report covering  
rail and boat shipments up to midnight on the previous day.  
The report includes 46 fresh fruits and vegetables classified  
by states of origin...and in some states by districts. The  
information comes in to Washington every morning from each  
railroad division or boat line that's shipped fruits and  
vegetables. Then, after it's consolidated, that information  
is sent out at about 9:00 AM every working day over the  
government leased wire. Those reports are extremely  
valuable to the shipping and receiving trade...and they  
form the basis for much of their trading in fruit and  
vegetables.

ANNOUNCER: A very useful service...any way you look at it. What  
else does Market News provide for the trade?

OFF.MAR.SER. Well...the market news offices use the radio to spread their  
REP. information, too. During the year that ended last  
June, 16 of the permanent offices furnished radio information  
to farmers, consumers, and to the trade over about 235  
stations.

ANNOUNCER: The Market News Service is pretty enterprising isn't it?  
How long has it been in existence, Mr. \_\_\_\_\_?

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OFF.MAR.SER. Last June marked the end of the 29th year for the Market  
REP. News Service. It started in a very small way in 1915...  
when for seven months the Department of Agriculture published reports on a few seasonal products...like apples, pears, cantaloups, peaches, strawberries, and tomatoes. At that time, Market stations were established in Baltimore, Buffalo, Chicago, Kansas City, New York, and Saint Louis.

ANNOUNCER: How did those early offices operate? Did they have DABAF, GABAB and so on...or just straight English?

OFF.MAR.SER. I don't know whether they had the code, \_\_\_\_\_. But it  
REP. was a pretty simple setup compared to today's flourishing organization. The assistant in charge of each office collected current market information and wired it to Washington. And in some other cities, price information was supplied by the trade. To show you how small a beginning it was... During 1915, a complete bulletin containing all the available information was published in Washington, DC.

ANNOUNCER: By the sound of it, it would take several large volumes to do justice to one month's market news reports nowadays.

OFF.MAR.SER. Yes, those offices really cover the country. Market news  
REP. men are skilled workers...they go down to the markets early in the morning...and can tell almost at a glance the quality and probable asking price of the produce there.

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ANNOUNCER: And they can tell what tha t GABAB, DADAD talk means...  
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OFF.MAR.SER. There's lots more that's impressive about the market news  
REP. service than just reading that code. Since it began it's  
been literally...the eyes and ears of the fruit and  
vegetable industry. Today, all parts of the industry de-  
pend heavily on the service for up-to-the-minute information  
on the harvesting, marketing, and distribution of the  
country's fresh fruit and vegetable crop.

ANNOUNCER: And that benefits consumers, too, doesn't it?

OFF.MAR.SER. Yes.....because in addition to the reports prepared for  
REP. producers and the trade, a simplified version is made  
especially for homemakers. These consumer reports list the  
fruits and vegetables on the market according to supply...  
plentiful...moderate...or...light...along with the quality  
and comparative price...that is...high...reasonable...or  
low. For instance, on a given day, the report might tell  
homemakers that supplies of spinach in their markets were  
plentiful, reasonably priced and of good quality. Another  
day, it might say that supplies of locally grown tomatoes  
were on the way with heavier supplies in prospect.

ANNOUNCER: So those reports are of tremendous value to homemakers  
and producers...especially in these war days.

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OFF.MAR.SER. Yes...and all of us owe a rousing vote of thanks to the  
REF. Market News Service...for 29 years of sterling performance  
in reporting fruit and vegetable markets to the country.

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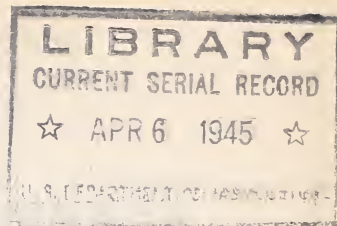
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Regional OWI with a "B" rating

Issued:  
January 11th, 1945

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"Waste Fat Goes To War"

ANNOUNCER: I wonder how many homemakers these days are wasting tablespoons of fat that could go into salvage? Chances are, a great many women are doing just that.....because it seems to them that a few spoonfuls of fat can't make much difference to the conduct of the war. Mr. \_\_\_\_\_ of the War Food Administration is here today to tell us about those extra spoonfuls of fat...where they go, what they do...and why they're so badly needed.

WFA...REP. You know, most homemakers these days do save waste fats... they are conscientious about it...and they feel that they're doing the job properly. But the trouble is, they overlook some of the actual waste that goes on around the kitchen.

ANNOUNCER: Well...when you've been doing things the same way for a long time, you're not apt to think of it as losing valuable fats.

WFA...REP. That's part of it...little kitchen habits that creep up and make for waste. And then, sometimes it seems like a lot of trouble to salvage a little tiny bit of fat...

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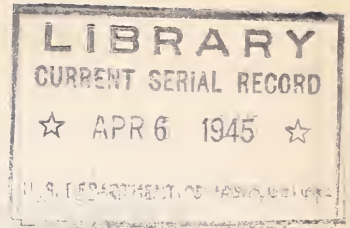
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WFA...REP.        So...down the drain it goes. All those things are good excuses...but they still make for loss of an essential tool of war.

ANNOUNCER:        Just exactly how does waste fat help in the war, Mr. \_\_\_\_\_?

WFA...REP.        I'll bet you'd be mighty surprised at some of the ways waste fats can be used.

ANNOUNCER:        For instance?

WFA...REP.        Well, for instance...did you know that fats are essential in the manufacture of telephone wire? The miles of telephone wire that connect our military forces are necessary for successful strategy in many cases...and that's just one way that fat goes to war.

ANNOUNCER:        You do surprise me! What else are fats good for?

WFA...REP.        The manufacturers can't make fabrics of any kind...without fats...the kinds of fats that come out of the nation's kitchens. And fabrics mean uniforms...warm clothes for our servicemen, for one thing.

ANNOUNCER:        I don't understand...how do they make dirty waste fat into fabrics?

WFA...REP.        Well...that's pretty technical. First, they clean the fat... get rid of all the foreign matter...and that goes for animal feed. What's left is pure fat. Then they add various things to the fat...process it...and it turns into

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WFA...REP. industrial soap, and glycerine...and other chemicals.  
continued

ANNOUNCER: And those products in turn go into others.

WFA...REP. That's right. Chemicals are used for some things like  
lubricants and rubber tires...glycerine...for other  
uses...and soap for still others. It takes an awful lot of  
soap to wash the Army, for instance.

ANNOUNCER: All of those things sound pretty necessary to me.

WFA...REP. They are...and here's the important thing...all of them  
are made out of fat. And that's why that fat belongs  
in salvage cans...and not down the drain where it lands  
all too often.

ANNOUNCER: So even a tablespoon can contribute a lot toward the  
war effort, can't it?

WFA...REP. It certainly can! Just listen to what one tablespoon of  
fat can make.

ANNOUNCER: This sounds like another big surprise.

WFA...REP. Judge for yourself...One tablespoonful of fat can be used  
to make smallpox vaccine for 78 men.

ANNOUNCER: Salvaged fats certainly are lifesavers, aren't they?

WFA...REP. In more ways than one, \_\_\_\_\_! Parachutes are made  
of nylon...and one of the important things used in making  
nylon is fat!

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ANNOUNCER: I suppose next you're going to tell me they use fat in making airplanes themselves.

WFA...REP. That's no laughing matter. All the smallest parts of an airplane have to be lubricated while they're being made at the factory...And that takes FAT. And fats are used in making de-icing material for airplane wings...and plastic noses for the planes...and the plastic parts called blisters... the turrets where the gunners sit. Even the paint for the plane is made with fat.

ANNOUNCER: You mean homemakers can do all that...by just skimming the fat off some soup?

WFA...REP. That, and more...waste fats go into tents and tarpaulins... insecticides that make all the difference to our men in the tropics...synthetic rubber...ropes...shoes and boots... just about everything for the Armed Forces...and it's needed for civilians, too.

ANNOUNCER: You mean that salvaged fat goes into things civilians use during the war?

WFA...REP. Yes, it does. You see that salvaged fat has to make up for all the fat supplies we had before the war..that have been cut off by the war...the millions of pounds of fats we imported from Malaya, and the Philippines, and the Dutch East Indies, for example.

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ANNOUNCER: All Japanese held territories now...and no source of fat for us.

WFA...REP. And that's why this country must depend so heavily on the hard fats that are salvaged in kitchens...by busy homemakers. And that's why homemakers must never be too busy to salvage just one extra tablespoonful of fat that may look like too much trouble.

ANNOUNCER: In other words...without waste kitchen fats...we just plain wouldn't have enough to meet our war needs...right?

WFA...REP. Exactly right. You know, in the Army, they salvage four and a half pounds of fat a year for every man. And that's about double what homemakers have been doing!

ANNOUNCER: You mean to say homemakers haven't been turning in four and a half pounds a year on an average?

WFA...REP. No, they haven't. Of course...that's just an average. Some homemakers turn in far more than that...and some salvage less. But if every woman in every kitchen in the country would turn in one pound of waste fat a month...there would be twice as much as there is now!

ANNOUNCER: A pound a month? That doesn't sound like such a hard job!

WFA...REP. It isn't. Homemakers can skim the fat off soups and stews and gravies...trim it from chops and roasts and then render it...scrape roasters...and broilers...and frying pans...before they're washed. Even skim the top of greasy cooking

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WFA...REP.  
continued

water. That's perfectly good fat, too...even if it does seem easier to pour it down the drain.

ANNOUNCER:

I guess that skimming isn't really such a chore...with two red points and four cents as a reward.

WFA...REP.

You're right...those two red points loom pretty large, now that most meats are rationed. But the job will seem even easier if homemakers will remember that they're supplying fat for industry...fat to manufacture clothes, and medicines to make our fighting men more comfortable...and weapons. If they'll just remember in fact, that each pound of salvaged fat will help bring Victory a little closer.

ANNOUNCER:

Thank you Mr. \_\_\_\_\_ of the War Food Administration for letting us know how really vital each small contribution of waste fat is.

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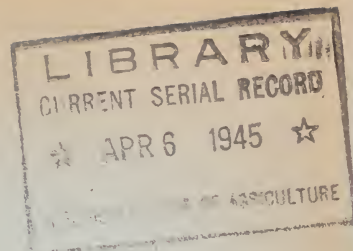
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Issued:  
January 18, 1945

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"Fish For Wartime Eating"

ANNOUNCER: Nowadays, homemakers are having a hard time coming to grips with that day in and day out question...What shall I have for dinner? In many areas of the Northeast Region, chickens are scarce...and so is red meat. But there's another excellent protein food available...one that's often overlooked. Mr. \_\_\_\_\_ of the War Food Administration is here today to tell us about it.

W.F.A. Fish is that protein food and there's plenty of it available in this part of the country, \_\_\_\_\_...good fish, too. It's versatile as can be...and it's point-free.

ANNOUNCER: Two splendid reasons for homemakers to serve fish often.

W.F.A. The trouble is, though, that many of us have come to think of fish as a once-a-week food...Actually, it's a good dish for any day of the week...as often as homemakers care to serve it.

ANNOUNCER: Wouldn't that be a little dull...fish every day?

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W.F.A. Fish every day might get tiresome...just as any food would, served too often. But fish could be served broiled on Monday...simmered on Wednesday...baked on Friday...And if it were well-prepared and served attractively, I'll bet most any family would ask for more.

ANNOUNCER: That sounds logical to me.

W.F.A. Logical...and practical...Because fish can be prepared the ways I just mentioned, and it can be steamed, and simmered...fried...and boiled...and when it's steamed or simmered, the leftovers can be flaked and put to good use, too...in casseroles, souffles, salads, sandwiches, puddings...

ANNOUNCER: Stop...you're making me hungry!

W.F.A. I'm making myself sort of hungry, too...All right, I'll stop talking about how good fish is to eat...But nobody can deny it's versatile...and it's practical.

ANNOUNCER: I guess using more fish...more often is what you might call adapting to wartime food supplies,...Right?

W.F.A. Right. That's exactly why fish is such a good choice for menu planning. With supplies of chicken from the Del-Mar-Va and Shenandoah areas going to our fighting men in hospitals and rest centers overseas and here at home...and with heavy military demands for red meat...supplies of these items are short of civilian demand. And that means that fish...another fine protein food, is the answer.



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ANNOUNCER: What fish are particularly plentiful and good to eat in this Region?

W.F.A. Well...two very good choices are mackerel and cod...both fresh and frozen.

ANNOUNCER: They sound good...How do they come? I mean how are they sold...whole, or sliced...or how?

W.F.A. You probably know cod is marketed salted and dried... Salt cod is a favorite New England dish...Well, it comes in steaks and fillets, too. Mackerel is most commonly marketed in round...that is, the whole fish...and in fillets.

ANNOUNCER: Exactly what are fillets, Mr. \_\_\_\_\_? And what's the difference between a fish fillet and a steak?

W.F.A. A fillet is cut lengthwise off the side of a fish... and it's a very convenient cut, because of course it's all cleaned...and it has few bones, if any. A steak is cut cross-wise, through the fish...and they're both fine for broiling.

ANNOUNCER: Do you mean steaks and fillets are fine for broiling...or cod and mackerel...

W.F.A. Steaks and fillets...but not from all fish. There's an art to knowing which fish to broil...and what to bake or boil or fry.

ANNOUNCER: Are there any general rules to follow about that?

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W.F.A. In general...an oily fish...like mackerel...should be broiled or baked, but never fried. Lean fish...like cod, should never be broiled...but they can be fried and boiled... or baked in milk.

ANNOUNCER: That's a good thing to know...Lean fish should never be broiled...and oily fish can be broiled or baked...but never fried...

W.F.A. Yes, that's a general rule that helps to make fish appetizing... Like all foods, it goes to waste if the family doesn't like it...and if it's properly cooked, it's sure to be a favorite.

ANNOUNCER: Mr. \_\_\_\_\_, you said before that mackerel and cod come both fresh and frozen. Is the frozen fish as good as the fresh?

W.F.A. It certainly is, \_\_\_\_\_. You know, a great many homemakers dislike the idea of frozen fish...they think it's inferior to fresh fish. That's only natural, because we're used to the best food in this country...and we're liable to think of anything that's not freshly caught as inferior, in quality. But actually, frozen fish is just as good as fish caught yesterday. And with some varieties, it doesn't even have to be thawed before it's cooked.

ANNOUNCER: That prejudice probably stems from years ago, when transportation was slow...and equipment was poor.

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W.F.A.           That's true...in those days, frozen fish might very well have been poor eating. But it's very different nowadays. Fish direct from the ocean and inland waters are cleaned and frozen in a matter of hours after they're caught. Quick-frozen fish are processed in about two to three hours...and sharp freezing, another process takes about ten to twelve hours.

ANNOUNCER:       And when they're thawed, those fish are just as good as the fresh product.

W.F.A.           Just as good, \_\_\_\_\_. They can be cooked in all the same ways...they're just as delicious...and just as nutritious, too.

ANNOUNCER:       And speaking of nutrition, fish is a pretty good bet for plenty of food value.

W.F.A.           Yes, with plenty of protein for growth and health...vitamins, and several important minerals, fish is good for just about everybody. Fish is in Group Five of the Seven Basic Food Groups...along with meat, poultry, and eggs. And it's point-free. So it's a mighty good choice for wartime menus, any way you look at it.

ANNOUNCER:       And from where I'm looking, fish is the order of the day! Thank you, Mr. \_\_\_\_\_ of the War Food Administration for telling us about a point-free, nutritious, food for better wartime eating.



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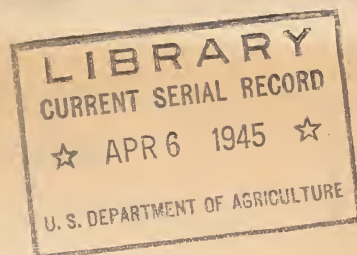
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WAR FOOD ADMINISTRATION  
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T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

"Salvage Goes Down In History"

ANNOUNCER: One of the programs most vital to the war effort is Household Fat Salvage. Used fats go into the manufacture of important war materials...and our largest source of used fats is the homemaker's kitchen. Today, Mr. \_\_\_\_\_, of the War Food Administration, is going to discuss with us some of the little-known facts about the fat salvage program...and its history.

WFA: Before I go into the history of fat salvage, I'd like to emphasize once more what \_\_\_\_\_ said about the importance of saving used kitchen fats. And here's a very graphic example...You've all heard of Guadalcanal...one of the bloodiest battlefields of the Pacific war. Well, Guadalcanal in addition to its strategic geographical position also produces large amounts of vegetable oils. This was one of the reasons why the Japs fought like madmen to hold the island. And now, that island is so wrecked by continued shellfire and bombing that it's worth nothing to us commercially...and it won't be for some time to come. We have two ways to make up for that loss...and the loss of fats from other Pacific islands...increased production of

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WFA: fats and oils here at home and salvage of kitchen fats.  
continued But even the record production by farmers cannot make up the entire shortage...That's why home salvage is so important.

ANNOUNCER: That makes plenty of sense...particularly when you think of the explosives, medicines, and other war materials which require fat in the process of manufacture.

WFA: And that was just the thought of the people who were responsible for initiating fat salvage as a wartime measure.

ANNOUNCER: Who had the idea, first, Mr. \_\_\_\_\_?

WFA: No one knows exactly where the idea appeared, \_\_\_\_\_. It just "grewed"...as the American people became conscious of the urgent needs of a nation at war...late in 1941. One of the first men to put the idea into operation was a prominent Chicago food packer. He had gone through the first World War in an administrative capacity...and he knew that salvaged fats could do a great deal to win this war.

ANNOUNCER: Where did the idea go from there?

WFA: Well, this gentlemen went to the Chicago municipal authorities, and told them his idea. They were extremely interested. A campaign was put under way...and it was a success. From there the idea went to the Department of Agriculture in Washington. And then a memorandum went out to the salvage division of the War Production Board...where other men recognized the need for a nation-wide program. And so it was launched.

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ANNOUNCER: It must have been necessary for the War Production Board to get the support of all of the parts of the industry affected by Fat Salvage!

WEA: It was...and from this necessity, the Fat Salvage Committee was born. The Committee has a big job. It assumed a large part of the responsibility for making arrangements with renderers for receiving used fats. The committee carried on a skillful paid advertising campaign from the beginning. The committee was made up of members from the ranks of industry...and the work which they've done, and are still doing was for the benefit of the whole country...not just one industry. And that work has been carried on without cost to the American public.

ANNOUNCER: What were the greatest needs for salvaged fats at the beginning of the war?

WEA: Then, the prime need was for glycerine for the manufacture of explosives. The defense of Britain actually depended to some extent on the salvaging of American kitchen fats.

ANNOUNCER: And that need has been amply filled, hasn't it?

WEA: It has...through the effective support of American homemakers. Considering the fact that salvaging kitchen fat was something new, they responded splendidly.

ANNOUNCER: And that same response is still needed isn't it?



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WFA: It certainly is. We're still very much at war...and fat is one of the materials for which we have the greatest need in the manufacture of weapons of war. Synthetic rubber...lubricants...textile and leather products...all require fat.

ANNOUNCER: Mr. \_\_\_\_\_, I understand that recently the responsibility of the Fat Salvage Program in this country transferred to the War Food Administration. Can you tell us something about that?

WFA: The transfer of responsibility for the program to the War Food Administration has been done to centralize work in connection with fats and oils. The Office of Price Administration, and the Fat Salvage Division of the War Production Board, are continuing to cooperate in the program.

ANNOUNCER: So fat salvage will go on until there's no further need for it.

WFA: That's right. And here's an important fact to remember. Victory in Europe will not reduce the need for kitchen fats. We face a determined enemy in the Pacific and the fat and oil situation will not materially improve with Victory in Europe. Thus with continued calls for war equipment...kitchen fats will still be needed.

ANNOUNCER: Homemakers should welcome the bonus in red points and money that results from turning in a can of used fat.

WFA: That's perfectly true...especially with most meats back on rationing. And the fact is, a great many American homemakers salvage every bit of used kitchen fat regularly...and

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WEA:  
continued

they profit by the two red points and four cents a pound that greets them at the butcher shop. But war needs require more fat and so <sup>I</sup> appeal to every homemaker to increase her salvage efforts.

ANNOUNCER:

How can this be done Mr. \_\_\_\_\_?

WEA:

Well from the experience in our home, I'd say that the best way to increase the amount of fat salvaged is to keep a can on the back of the stove. This can is the best reminder to save fats, that I can think of. I believe that homemakers who keep a can at the back of their stove will find the amount of fat saalvaged at the end of the week much higher. Try it and see for yourself.

ANNOUNCER:

That's a good idea...but what are some sources of fat which we may not be overlooking. I've found that I get very little "extra" fat on the meat we buy these days.

WEA:

That's true. But some easily overlooked sources include fat left on the fam. liy's dinner plates, and fat you do trim from the meat you buy. You'd be surprised how much fat you get when you melt down these scraps. You can also get large amounts of fat by skimming homemade soups and gravies. But I really believe that the most important factor in fat salvage is to keep a large size can on the back of the stove... and pour in the fat every time you can scrape or skim a teaspoonful . If the fat receptacle is handy to your work... you'll do it...if not, the fat goes down the drain or into

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WFA:  
continued

the garbage basket. So keep a can on your stove and  
save every teaspoonful...it's needed...now!

ANNOUNCER:

Thank you, Mr. \_\_\_\_\_ for visiting us today  
with the story of why kitchen fats are urgently needed and  
your suggestions of how we can increase home salvage.

You have just listened to Mr. \_\_\_\_\_ of  
the War Food Administration.

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DEPARTMENT OF AGRICULTURE  
PRODUCTION AND MARKETING ADMINISTRATION  
150 Broadway, New York 7, N. Y.

THE FAMILY CANTEN

January 30, 1946

(Topics of the Week:  
Canned food allocations  
Turkey supplies  
Meat Stretchers)

ANNOUNCER:

Family Canteen--timely food topics of interest to the consumer. Each week the Department of Agriculture brings you news of what is happening on the food front. Today we have with us Mr. \_\_\_\_\_, Assistant State Director of the \_\_\_\_\_ office of the USDA's Production and Marketing Administration. Mr. \_\_\_\_\_ is going to discuss the civilian share of canned foods, the present stock of turkeys and how to stretch short meat supplies. Mr. \_\_\_\_\_, suppose we start at the top of the list. Just how do present civilian supplies of canned fruits and vegetables compare with those for last year?

PMA:

Very favorably. For the period July 1, 1945 to June 30, 1946, we have been allocated more canned foods than for any time since the beginning of the war.

ANNOUNCER:

Just why do you date the year from July 1, 1945 to June 30 of this year?

PMA:

That period is referred to as the "pack" year. As you know, the start of the harvest year is generally around the beginning of the summer. As soon as crops are harvested, they are usually processed. Since the pack year dates back to July 1, it means that we have already consumed a good part of the year's





PMA:  
(Cont.)

supply. By taking the year as a whole, however, we get a better over-all picture of the canned foods supply.

ANNOUNCER: Of the entire canned vegetable pack, how much is going to civilians?

PMA: The estimated total pack is 275 million cases. We civilians have been allotted a little over 247 million cases.

ANNOUNCER: That's the major part of the pack. Just how does that compare with last year's civilian allocations?

PMA: Last year we only had a little over 204 million cases of canned vegetables. One reason for our increased share is that military takings have been sharply reduced.

ANNOUNCER: When we speak of canned vegetables, does that include soups?

PMA: Not only soups, but also baby foods and purees, and other vegetable products such as chili sauce, catsup and tomato juices, sauces and paste. Incidentally, babies have been allotted over 13 million cases of baby foods and purees. This is three million cases more than they had last year.

ANNOUNCER: Getting down to specific commodities, what vegetables make up the major canned vegetable packs?

PMA: Peas head the list, with tomato juice, soups, corn, baked beans, whole tomatoes and snap beans comprising the major canned vegetable products.

ANNOUNCER: Is it true that actual packs for most items were down last year?



PA: On the whole. There are a few exceptions. Civilian supplies of canned beans for instance, took a jump of about 8 percent, and peas nearly 50 percent.

ANNOUNCER: How have canned tomato juice supplies shaped up?

PA: Though the pack is about the same as last year, civilians shares this year are nearly ten million cases over last year's. The pack for whole tomatoes, on the other hand, decreased six million cases. Even so, we are getting nearly a million more cases than we had a year ago. Canned soups are about the same as last year, but baked beans are a little more than a million cases less than we had a year ago, and now five million cases under the pre-war average.

ANNOUNCER: Are there any other canned vegetables which we'll be seeing more of now?

PA: Sauerkraut is back on the market in good supply. In fact this year's civilian average pack is higher than in pre-war years. Moming, too, is back in cans.

ANNOUNCER: And how do supplies of canned fruits and fruit juices compare with previous years?

PA: This year's estimated total pack is nearly 80 million cases-- that is not counting citrus varieties. Of this total, civilians have been allotted approximately 15 million cases.

ANNOUNCER: Is it true that peaches head the list of canned fruits?

PA: Without a doubt. This year's pack, by the way, is about a million cases over the 1944 pack, and civilian allocations this year have jumped from four million to eleven million cases. As you know, we had a bumper peach crop in '45.







A:

(Cont.)

As to this too (and that non-civilian needs have been greatly reduced). Pears, too, have shown a tremendous increase over last year.....about 300 percent. On the other hand, apricots, which make up the third largest canned fruit pack, are down 25 percent under last year's total.

ANNOUNCER:

You mentioned peaches as first and apricots as third, what generally makes up the second largest pack?

PMA:

Pineapples. Though this year's pack is about the same as a year ago, we have two million more cases than we did then. We have just twice as much fruit cocktail as we did in the previous pack year, and our share of pineapple juice has increased by about three million cases. Berry supplies have increased over last year, but are still well under the pre-war average. That means that we won't be able to have all the berry pies we would like. The same is true for apple and cherry pies. Both of these fruits are in short supply.

ANNOUNCER:

Even though actual packs for some commodities are in short supply, it is good to know that military outbacks have made it possible for us to have more canned vegetables and fruits than we did last year.

PMA:

We must keep in mind, however, that a good part of these products has already been consumed.

ANNOUNCER:

Does the same hold true for turkeys?

PMA:

There is a good supply on hand right now. In fact, a recent Cold Storage Report indicates there are over 105 million pounds of these delicious birds still available. There are plenty of big birds, too, in many cases twenty pounds and over.



PMA:  
(Cont.)

They are perfect for mid-winter holiday parties.

ANNOUNCER:

You mean such as Lincoln's and Washington's birthdays and Valentino's Day?

PMA:

That's just what I had in mind. Turkey is always a treat, but if the hostess is planning a buffet supper, what could be better than cold roast turkey, or hot turkey sandwiches?

ANNOUNCER:

I think you've got something there. By the way, Mr. \_\_\_\_\_, what are the prospects of better meat supplies?

PMA:

As you know strikes in packing houses have affected meat supplies during the last two weeks. Now that workers have returned to work, however, more meat should be available soon.

ANNOUNCER:

Is there any way that homemakers may make what meat they have go further?

PMA:

The Bureau of Human Nutrition and Home Economics has suggested six ways to stretch meat. First they recommend meat loaves or patties. Pot roasts also spread the flavor, and vegetables may be added to stews to help stretch short meat supplies.

ANNOUNCER:

We have dumplings with our stews.

PMA:

They help to spread the flavor, too. Meat broiled on toast is also suggested by the Bureau. So are meat, soups and chowders.



ANNOUNCER:

They all sound very appetizing.

PEA:

Not only that, but they are nutritious ways to serve and stretch short meat supplies.

ANNOUNCER:

Thank you for coming over this morning, Mr. \_\_\_\_\_  
of the USDA's Production and Marketing Administration.  
Listen in next week for another addition of Family Canteen.

# # # # #

